2/28/83

PL test Market in-depths

		#		#
	low fat (31)		full flavor (37)	
male	48% =	15	61% =	23
18-34	54	8	60	14
35-54	46	7	40	9
female	52% =	16	39% =	14
18-34	53	9	53	7
35-54	47	7	47	7

low fat 45% = 31

full flavor 55% = 37

Kent 34

100's/pdc 34

68 placements

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Source: https://www.industrydocuments.ucsf.edu/docs/hqnj0004